

**WORLD BREASTFEEDING WEEK DATA**  
**NSP SECTION 6-10**  
**2001-2002**

#	Local WIC Agency	Display the Governor's Proclamation?	Obtain a County Proclamation?	Present a talk to a group of health care providers?	If YES, who is the target audience?	Mount a special display in the WIC waiting area?	Display breastfeeding information in a local library?	Submit an article for the newspaper (article must be approved by WIC Branch prior to print)?	Conduct a breastfeeding baby fair?	Provide a breastfeeding booth in the community?	Conduct a breastfeeding promotion contest (i.e. essays, posters)?	Other	Other WBW Promotion Ideas
1	Alameda County Health	YES	N/A	YES*	PHN, Chow & Kaiser Medical Staff	YES	NO	NO	NO	NO	NO	YES	Created display at Public Health Dept. that publicized support skills and BF services available at WIC
2	Alliance Medical Center	YES	YES	NO		YES	YES	NO	NO	NO	YES	YES	BF Celebration Party to honor exclusively BF moms (games, activities for siblings, food, prizes, raffle)
3	American Red Cross	YES	NO	NO		YES	NO	NO	NO	YES	YES	YES	Children's coloring contest, participant raffle. BF website list, benefits of BF used as August WAF insert for all San Diego/Imperial County American Red Cross employees. Displayed BF info at the American Red Cross Website
4	Antelope Valley Hospital WIC	YES	NO	YES*	Collaborated with Mendela rep to provide an inservice for NICU nurses regarding cups and shields to get preemies to breast.	YES	NO	NO	NO	NO	NO	YES	In August/September gave certificates to BF moms, raffled large gift baskets at each clinic, gave special gifts to all moms on the one year wall of fame, gave other BF moms smaller gifts. Staff day to update BF knowledge. Staff wore WBW t-shirts on BF support group days. Created a BF newsletter to be placed in mailboxes of all M.D.s and Dept. Heads at the hospital (300 people)
5	Berkeley, City of	YES	YES	NO		YES	NO	NO	NO	NO	NO	YES	Sponsoring the Guinness World Record competition for the most women breastfeeding in the same place at the same time. Collaborating with Alameda, Contra Costa, & S.F. County
6	Butte County Dept. of Public Health	YES	NO	YES*	Health Aides at Northern Valley Indian Health	YES	NO	NO	NO	NO	NO	YES	BF mothers picnic and held open houses at each BF support group. Participated in LLL BF walk to concert in the park, and Guinness World Record Contest for BF held in Redding
7	Catholic Healthcare West Northstat	YES	NO	NO		NO	NO	NO	NO	NO	NO	YES	Supported Guinness World Record BF Contest in Shasta County
8	Central Valley Indian Health	YES	NO	NO		YES	YES	NO	NO	YES	NO	YES	Held an ice cream social in the park for all BF moms and children
9	Clinica De Salud Del Pueblo	YES	YES	YES		YES	NO	NO	YES	YES	NO	YES	BF interview on KUBO radio station to promote a community "Baby Shower" for all BF moms/future moms
10	Clinica Sierra Vista, Inc.	YES	YES	YES*	Kern Medical Center Providers	YES	YES	YES	NO	YES	YES	NO	
11	Community Medical Centers, Inc.	YES	YES	NO		YES	NO	NO	NO	YES	YES	NO	
12	Community Resource Project Inc.	YES	NO	NO		YES	NO	YES	YES	NO	NO	NO	
13	Contra Costa County	YES	NO	NO		YES	YES	NO	NO	NO	NO	YES	Grand Rounds- Thomas Hale, "An Update on Medications & Breastmilk", show tape of program in hospitals & clinics
14	Del Norte Clinics, Inc.	YES	YES	NO		YES	NO	NO	YES	NO	NO	YES	Displayed BF banner across a main street. Supported M.D. BF grand rounds 7/7/01
15	Delta Health Care	YES	YES	NO		YES	NO	NO	NO	NO	NO	YES	All Delta Health Care WIC staff wore BF t-shirts developed by BF Coordinator
16	E Center	YES	NO	NO		YES	NO	NO	NO	NO	NO	YES	Provided local library with BF books/videos
17	El Dorado Co. Dept./Comm Svcs.	YES	YES	YES	Local Health Care Providers	YES	YES	NO	NO	NO	NO	NO	
18	Food & Nutritional Services Inc.	YES	YES	NO		YES	YES	NO	NO	YES	NO	YES	Decorated all WIC clinics; passed out BF buttons, bibs, magnets to clients, colleagues, community members at outreach events in August /September. WIC CLE interviewed on Spanish local radio, WIC NA11 participated in local LLL World Walk for BF at local park
19	Fresno County E.O.C.	YES	YES	YES*	Teens, and collaborate with Task Force to reach other target audiences	YES	YES	YES	YES	YES	NO	YES	Loving Support Banners at Local Hospitals, our courtyards. BF info in elevators, WBW info on pay stubs
20	Gardner Family Care Corp	YES	NO	NO		YES	NO	NO	NO	NO	YES	YES	Raffle & Lunch for BF clients
21	Harbor - UCLA Research & Educ.	YES	NO	NO		YES	YES	NO	NO	YES	NO	NO	
22	Human Resources CNCL/Mthrlode	YES	NO	NO		YES	YES	NO	YES	NO	NO	YES	August Nutrition Education: BF class w/ baby shower theme
23	Humboldt County	YES	YES	YES		YES	YES	NO	NO	YES	YES	NO	
24	Indian Health Center of SCV	YES	YES	NO		YES	NO	NO	NO	NO	NO	NO	
25	Inyo Co. Dept of Health & Human	YES	NO	NO		YES	YES	YES	NO	NO	YES	NO	

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26	Kern County E.O.C.	YES	YES	NO		YES	YES	YES	YES	NO	NO	YES	Honored WIC BF moms w/ small gift. Staff wore BF t-shirts and pins. BF Bags to M.D.s containing WBW promotional items, BF posters, AAP report. Distributed WBW flyers to Head Start locations, Family Health Clinic, Administrative offices
27	Kings County Health Dept.	YES	YES	YES*	CPSP Providers	YES	NO	NO	NO	NO	NO	NO	
28	La Clinica De La Raza	YES	NO	YES		YES	NO	NO	NO	NO	YES	YES	Provided BF water bottles for all WIC participants to encourage and promote BF.
29	Long Beach WIC Program	YES	NO	NO	Brown Bag Lunch Talks with Hospital Nurses, PHN, Office Staff & Nurse Practitioners	YES	NO	NO	NO	YES	NO	YES	All BF moms received a gift and a picture was taken of their breastfed child. The pictures were used in a display that was placed in the DHHS building. Featured BF articles for the month of August in the staff quarterly newsletter
30	Madera County	NA	NA	NA		NA	NA	NA	NA	NA	NA	NA	
31	Marin Co. Health & Human Services	NO	YES	NO		YES	NO	NO	NO	YES	NO	YES	Donated several BF books in English/Spanish to local library
32	Mendocino Co. Dept. of Public	YES	YES	YES		YES	NO	YES	NO	NO	NO	NO	
33	Merced County Comm. Action Ag.	YES	NO	NO		YES	YES	NO	NO	NO	NO	YES	Games w/ BF themes, raffles for BF/prenatal moms
34	Mission Hospital Camino Hlth Ctr	YES	NO	NO		YES	NO	NO	NO	NO	NO	YES	Diaper bags given at all prenatal enrollment appointments, promoting BF as preferred method of feeding. Bags filled w/BF articles for baby & mom.
35	Monterey County WIC	YES	YES	YES*	Physicians, RNs	YES	YES	NO	YES	YES	YES	NO	
36	Napa Co. Health & Human Services	YES	NO	NO		YES	YES	YES	NO	NO	NO	YES	County BF Support & Resource Sheet developed/ distributed
37	Nevada Co. Public Health Dept.	YES	NO	NO		YES	NO	NO	NO	YES	NO	YES	BF Families Tea, Memento photos, balloons, BF promotional kids' t-shirts, finger foods, BF materials, WIC checks available.
38	North County Health Services	YES	NO	NO		YES	NO	NO	NO	NO	NO	YES	Created display of BF moms & babies. Gave BF moms: copy of photo, certificate of recognition, flower
39	Northeast Valley Health Corp.	YES	NO	YES*	Nurses	YES	YES	NO	NO	YES	YES	YES	Received donated gifts from 13 organizations for the promotion of BF. Raffle
40	Northeastern Rural Health Clinic	YES	NO	NO		YES	YES	YES	NO	YES	NO	NO	
41	Orange County	NA	NA	NA		NA	NA	NA	NA	NA	NA	YES	BF Celebration at WIC sites to recognize all BF moms. Testimonials given by exclusively BF moms, door prizes, photos taken of moms & their children
42	Orange/San Bernardino County PP	NO	NO	NO		YES	NO	NO	NO	NO	NO	YES	WIC Planned Parenthood will issue invitations (RSVP) to all BF moms for a Tea Party and present certificates, testimonials, parlor games and prizes. Vietnamese and Hispanic newspapers will be invited to take pictures for possible press release.
43	Pasadena WIC Program	YES	YES	NO		YES	YES	NO	NO	YES	YES	YES	Staff in-service WBW theme
44	Placer County Health Dept.	YES	NO	NO		YES	NO	NO	YES	NO	NO	NO	
45	Plumas Rural Services, Inc.	YES	NO	NO		YES	NO	YES	NO	YES	NO	YES	BF celebration at each site
46	Public Health Fdn Ent(PHFE)	YES	NO	YES*	Doctor's office staff	YES	YES	NO	NO	NO	YES	YES	Invited physicians to speak at WIC sites. Invited legislators to visit WIC sites, gave window decals to local businesses, kid's coloring sheets, special events for participants

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47	Riverside Co. Dept of Health	YES	YES	YES*		YES	NO	NO	YES	YES	YES	YES	BF clients will receive invitation in July to attend WBW activities. Each clinic will have "Healthy Mothers, Healthy Babies" bulletin board. Every exclusively BF mom will receive a sunshade or lunch bag w/ BF helpline number on it. The WIC site will be set up like a health fair, moms will take quiz and visit booths. Booths include: Special food for BF moms, Incentive gifts that BF moms can receive monthly. Photo w/ baby( and family if desired) and magnetic frame. Baby sling display w/ order forms. Pump display (electric, manual, pedal), "Ask your Lactation Consultant", and BF helpline outreach. Drawing of local merchant donated prizes. County Board of Supervisors will proclaim World BF month. Prenatal BF contract that outlines preparation and support necessary for BF and a promise to BF. LLL members and other community members supportive of BF are encouraged to attend. Food & decorations. Provided clients w/ perpetual calendars w/ a BF "thought of the day".
48	Riverside/SanBern.Co. Indian Health	YES	NO	NO		YES	NO	NO	NO	NO	NO	NO	
49	Sacramento County Dept. of Health	YES	NO	NO		YES	NO	NO	NO	NO	NO	YES	Conducted BF health fairs at each of our four clinics for all BF/pregnant women
50	San Benito Health Foundation	YES	YES	NO		YES	YES	NO	YES	YES	YES	YES	August BF display in lobby. BF mobiles w/ positive BF messages. A surprise drawing for BF moms. Incentives for moms who choose to BF. BF around the world display
51	San Bernardino County	YES	YES	NO		NO	NO	NO	NO	NO	NO	YES	BF Photo contest sponsored jointly by BF coalition/local photography club. Gift bags for all BF moms (donated) distributed through August
52	San Diego State Univ. Foundation	YES	NO	NO		YES	NO	NO	NO	YES	YES	YES	WBW raffle for BF mothers
53	San Francisco City & County	YES	YES	YES*	Maternal, Child and Adolescent Health Dept. Staff	YES	NO	NO	YES	YES	NO	NO	Will participate in Guinness World Record of BF in Berkeley. Produced a BF newsletter and a Chinese BF video. IBCLC staffed a BF info table at women's clinic at the county hospital.
54	San Joaquin Co. Public Health	YES	YES	NO		YES	NO	NO	NO	NO	NO	YES	Lactation Educator coordinated satellite conference for health care providers & peer counselors in this county. Gave infant bibs w/ BF message to all BF moms
55	San Luis Obispo County	YES	NO	NO		YES	NO	NO	NO	NO	NO	YES	Awarded every BF mom a sports bottle w/ a BF support message attached
56	San Mateo County	YES	NO	NO		YES	NO	NO	NO	YES	NO	YES	Distributed certificates/bags to all BF moms
57	San Ysidro Health Center	YES	YES	NO		YES	YES	NO	NO	NO	NO	YES	BF Mini Health Fair
58	Santa Barbara Co. Health Care	YES	YES	YES*	Breastfeeding Coalition	YES	NO	YES	NO	NO	NO	YES	BF article in local paper, raffle at each site, BF celebration/open house. BF gift for BF moms. Mall/Bookstore display. Spanish radio/TV coverage. BF Support class
59	Santa Clara County WIC Program	YES	YES	NO		NO	YES	NO	NO	YES	NO	NO	
60	Scripps Health-Mercy Hospital	YES	NO	NO		YES	NO	NO	NO	NO	NO	NO	
61	Shasta Co. Dept. of Public Health	YES	YES	NO		YES	NO	NO	NO	NO	NO	YES	Hosted Community BF celebration
62	Sierra Co. Human Services	YES	NO	NO		NO	NO	NO	NO	NO	NO	NO	
63	Siskiyou County	YES	NO	NO		YES	NO	NO	NO	YES	NO	YES	Co-sponsored Baby Friendly Rest Stop at county fair (included BF support/info) Celebration & drawings for WBW week
64	Solano Co. Health & Human Services	YES	YES	YES*	County Hospital Health Professionals, Staff in 120 OB Offices	YES	YES	NO	NO	NO	NO	YES	BF party w/local legislator. Offered satellite coverage for Dr. Hales "Medication & Mother's Milk" presentation. Submitted press release to all local papers. BF display & books at 5 local bookstores. Presented talk on the benefits of BF to Board of Supervisors
65	Sonoma Co. Dept. Health Service	YES	NO	NO		YES	NO	NO	NO	YES	YES	NO	

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66	Sonoma Co. Indian Health PR	YES	NO	NO		YES	NO	NO	NO	YES	YES	YES	Positive Images of BF Contest and Calendar. Booth at Harvest Fair from Prop 10 grant to provide BF info and cozy corner for women to BF while at the Harvest Fair. BF Booth at the Wed. night Santa Rosa market during BF week.
67	Stanislaus Co. DPH.	YES	NO	NO		YES	YES	NO	NO	YES	YES	YES	Completed a brochure for local coalition which lists benefits and resources
68	Sutter Co. Health Dept.	YES	YES	NO		YES	YES	NO	YES	YES	NO	NO	
69	Tiburcio Vasquez Health Center	YES	YES	NO		YES	YES	YES	YES	YES	NO	YES	WBW Celebration with food games & prizes. Community & WIC clients invited
70	Toiyabe Indian Health Project	YES	NO	NO		YES	NO	YES	NO	YES	YES	YES	BF Display table at Career Day promoting Dietetics/working for WIC
71	Trinity County WIC Program	YES	NO	NO		YES	NO	YES	NO	YES	NO	YES	Participated in Guinness World Record Contest for BF held in Redding. Encouraged BF moms to make quilt squares for August/September, then donated to Trinity County Community Health Clinic workplaces
72	Tulare Co. Dept. of Health Svs.	YES	YES	NO		YES	NO	NO	NO	YES	YES	YES	Mailed WBW info to all medical providers in July. Mailed WBW info w/ birth certificates in July-August. WBW Celebration in all prenatal/BF support classes in August
73	Tuolumne County Health Dept.	YES	NO	NO		YES	YES	YES	NO	NO	NO	YES	Gave educational packet to Health Care Providers in the community; Education ans support "gift" packets to Moms who give birth during the month of August
74	United Hlth Ctrs of San Joaquin Vly	YES	NO	NO		NO	NO	NO	NO	NO	NO	NO	
75	United Indian Health Services	YES	NO	NO		NO	NO	NO	NO	NO	NO	NO	
76	Urban Indian Health Board Inc.	YES	NO	NO		YES	NO	NO	NO	YES	NO	NO	
77	Valley Community Health Center	YES	NO	NO		YES	YES	NO	NO	NO	NO	NO	
78	Ventura County Health Care	YES	NO	NO		YES	NO	YES	NO	YES	YES	NO	
79	Watt's Health Foundation	YES	YES	NO		YES	YES	NO	YES	YES	YES	YES	Exclusive BF enrollment contests among sites. Program to congratulate moms at all sites. Display BF info in WIC stores and community based clinics. Send BF info & thank you letter to providers in the community
80	West Oakland Health Council	YES	NO	YES		YES	NO	NO	NO	YES	NO	NO	
81	Yolo County Dept. Public Health	YES	NO	NO		YES	YES	NO	NO	NO	NO	NO	
	<b>Number of Local Agencies Implementing Activity</b>	77	32	18		73	30	15	14	36	22	54	
	<b>Percentage of Agency Implementing Activity</b>	95%	39%	22%		90%	37%	19%	17%	44%	27%	67%	